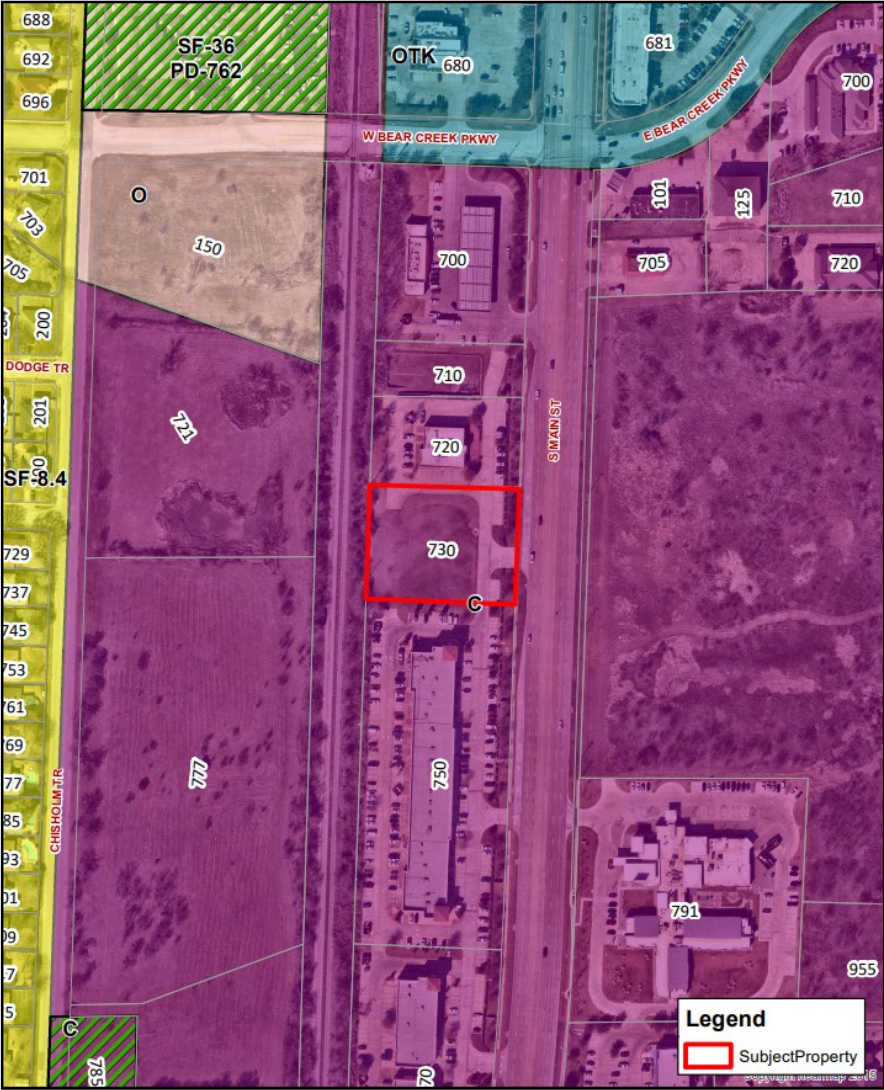


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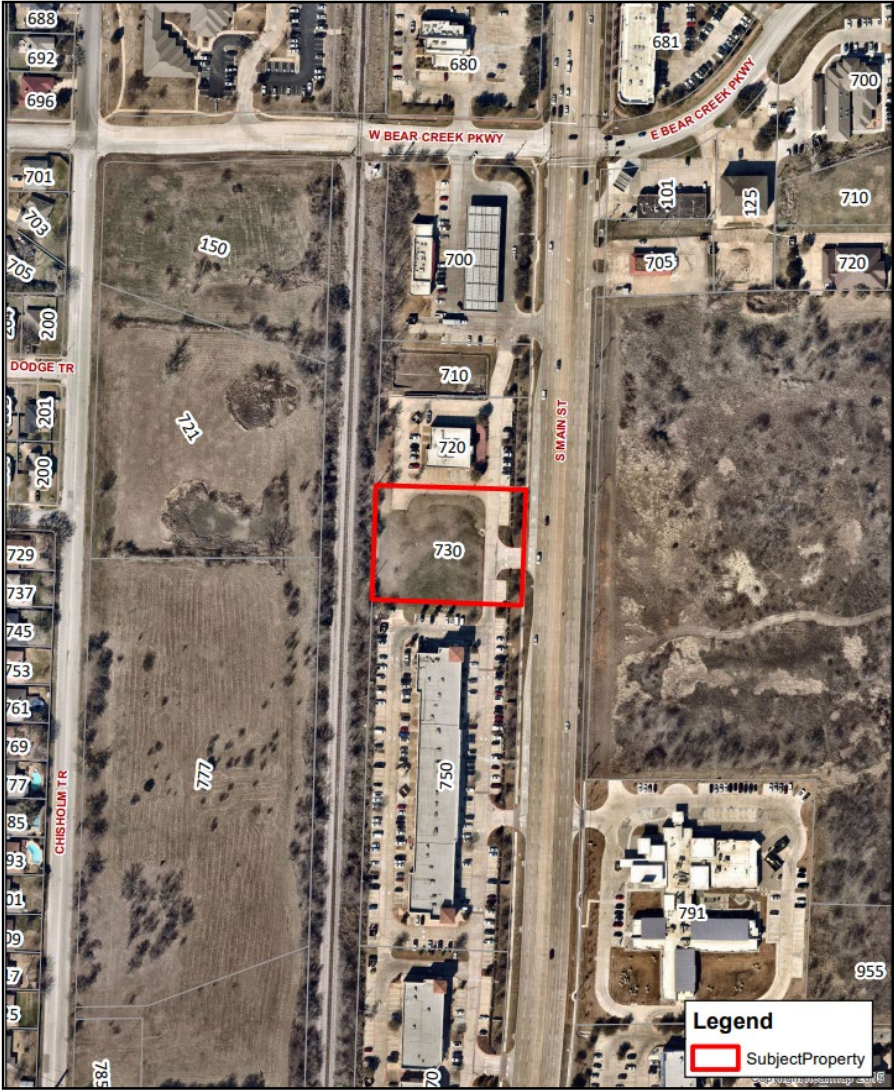
PUBLIC HEARING: Consider an ordinance approving a Specific Use Permit (SUP) to allow the use of a Liquor Store (10,000 square-feet or greater), for Goody Goody Liquor Store, in an approximately 15,742 square-foot building, on 1.41-acres, located on the west side of South Main Street, approximately 750 feet south of the Bear Creek Parkway and South Main Street intersection, located at 730 South Main Street, legally described as Lot 6R, Block A, Bear Creek Plaza and zoned C (Commercial). Garland All Storage Associates, owner. R.L. Johnson Construction INC., applicant. (SUP-21-0009)

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Zoning Map



Aerial View



Zoned: Commercial

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- In November 2019, the citizens of Keller voted to approve the sale of liquor and alcoholic beverages within city limits.
- In December 2019, City Council unanimously approved the Unified Development Code (UDC) text amendment to allow “liquor” and “distillery” uses over 10,000 square feet in Retail (R), Town Center (TC), Old Town Keller (OTK), Katy Road (KR), and Commercial (C) zoning districts (Ordinance #1959) with an SUP.
- Today, the Applicant is proposing to construct an approximately 15,742-square-foot retail liquor store in the Commercial zoning district.

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West Elevation



North Elevation

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East Elevation

Conceptual
Only
(May Change During
Site Plan Process)



South Elevation

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**Conceptual
Only**
(May Change During
Site Plan Process)

The exterior elevations are comprised of the following masonry systems:		
stone veneer wainscot		16.2%
cast stone water table		1.1%
brick veneer		48.3%
<u>split face CMU</u>		<u>18.2%</u>
TOTAL Masonry		83.8%
The balance of the exterior elevations is made up of:		
metal awning (which has masonry behind it)	5.7%	
EIFS trim* & coping		8.3%
<u>metal coping</u>		<u>2.2%</u>
TOTAL Non-Masonry		16.2%

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Proposed Hours of Operation:

Monday - Saturday: 10 a.m. – 9 p.m.

Sunday: Closed

Employment:

Goody Goody would initially employ 12 full-time employees and 5 part-time employees if granted the SUP. The business expects to hire 30 full-time employees and 10 part-time employees upon establishing a foothold in the market.

Trip Generation:

Per the UDC, a trip generation form was provided by the Applicant. The Applicant anticipates a total of 1,598 trips per 24 hours; consequently, the proposed use does not warrant a Traffic Impact Analysis.

Item H-6: Economic Impact

Sales Tax:

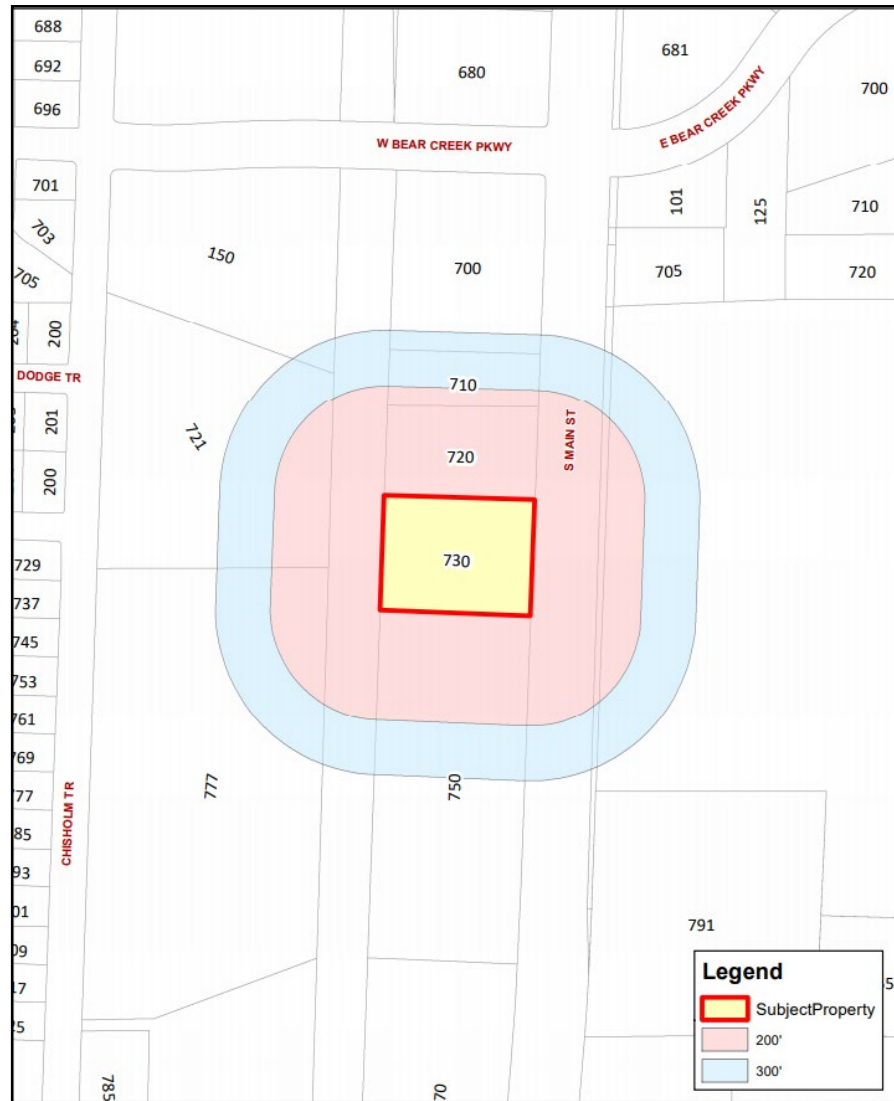
Goody Goody considers many factors when estimating a store's sales, including traffic counts, normal drive patterns, population density, average education of population within a five-mile radius, average income, etc.

Between Goody Goody's estimate for the first full year of sales and potential growth at maturity, the annual sales tax revenue to the city would be between \$100,000 and \$200,000. This range would place them in the top 20 sales taxpayers of the city.

Property Tax:

The city's estimated property tax revenue for a 15,742-square-foot commercial retail building in this location would be approximately \$8,676.45 annually.

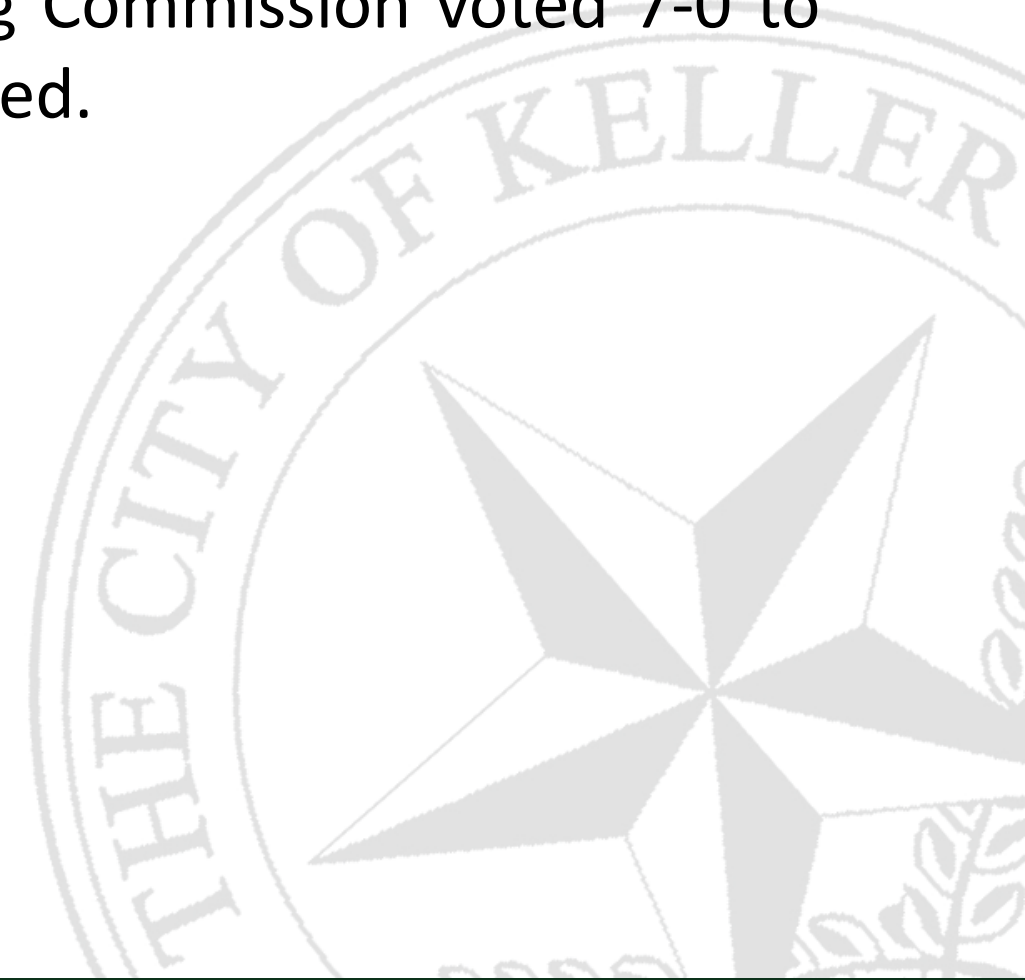
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- On March 30, 2020, the city mailed out seven Letters of Notification for this Public Hearing to property owners within three hundred feet (300') of the subject site. A public hearing notice sign was also posted on the site.
- As of today, staff has received three letters in support from the public.

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On April 13, 2021, the Planning and Zoning Commission voted 7-0 to recommend approval of the item as presented.



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The City Council has the following options when considering a Unified Development Code Variance:

- Approve as submitted
- Approve with modifications or additional condition(s)
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny



Questions?
Julie Smith
817-743-4130

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